

1 Amendment "C" to Accompany Request for Continued Examination

2
3 Amendments to the claims

4 Please cancel claims 1-21, and enter new claims 22-42, as follows:

5
6 Claims 1-21 (cancelled).

7
8 Claim 22 (new). A method for tracking the use of a web tool by a web user,
9 comprising, sequentially:

10 providing a web user, through a web user computer, access to a web tool;

11 in response to the user accessing the web tool, inserting within at least one or
12 more web page files a Broken Image Tracking ("BIT") tag that includes user
13 information associated with the web user's use of the web tool and a BIT URL
14 designating a server;

15 transmitting, from the web tool to the web user computer, the one or more
16 web page files, wherein the one or more web page files are configured to be
17 displayed to the user, and the one or more web page files and the BIT tag are
18 configured to be executed by the user computer and, as a result, the user
19 information is transmitted from the user computer directly to the designated server;
20 and

21 storing the user information in a database identified by the designated server.

22
23 Claim 23 (new). The method of claim 22, and wherein the BIT tag comprises a mark
24 up language image tag.

25
Claim 24 (new). The method of claim 23, and wherein the BIT tag includes the user
information embedded in the BIT URL.

1 Claim 25 (new). The method of claim 22, and wherein the web tool is provided to a
2 plurality of web users with each user receiving at least one web page including a BIT
3 tag with embedded user information, wherein the user information for each user is
4 transmitted to the designated server.

5
6 Claim 26 (new). The method of claim 22, and wherein the user information is stored
7 in an error log within the designated server.

8
9 Claim 27 (new). The method of claim 22, and wherein the BIT URL is configured to
10 cause the user computer to retrieve an image file from the designated server, which
11 has an Internet program with an error log, wherein the Internet program stores the
12 user information in the error log in response to an error being generated by the
13 server not finding the file that is to be retrieved.

14
15 Claim 28 (new). The method of claim 22, and wherein the BIT URL is configured to
16 cause the user computer to retrieve an image file from the designated server, which
17 has an Internet program with an error log, wherein the processed BIT URL generates
18 an error when the image file is not found by the server, the method further
19 comprising, following transmitting the user information to the designated server, and
20 prior to storing the user information in the database, identifying the BIT URL in
21 response to the generated error, and wherein the database is separate from the
22 error log.

23
24 Claim 29 (new). The method of claim 22, and wherein the act of inserting includes
25 inserting the BIT tag in the at least one web page file so that it causes substantially
no error graphic to be displayed to the user in response to an image file designated
within the command not being retrieved.

1 Claim 30 (new). A system for tracking web users' use of a web tool, comprising:
2 a web tool server configured to be operably connected to one or more web
3 user computers, the web tool server including a web tool program configured to
4 provide to each web user computer one or more web page files in a web tool
5 session, the web tool server configured to insert within at least one of the web page
6 files associated with the session a Broken Image Tracking ("BIT") tag including a BIT
7 URL and embedded user information associated with the web user's use of the web
8 tool, and wherein:

9 the web tool is configured to provide the at least one web page to the
10 web user computer to be displayed by the web user computer; and

11 the at least one web page and the BIT tag are configured to be
12 executed by the web user computer after the web page has been received by
13 the user computer; and

14 a designated server identified in the BIT URL and configured to be operably
15 connected to the one or more web user computers, wherein the web page file and
16 the BIT tag, when executed by the web user computer, cause the web user
17 computer to transmit to the designated server the user information, and further
18 wherein the designated server is configured to store the user information in a
19 database.

20
21 Claim 31 (new). The system of claim 30, and wherein the database is an error log
22 within the designated server.

23
24 (Continued on next page.)
25

1 Claim 32 (new). The system of claim 31, and wherein the designated server
2 includes an Internet program configured to implement the designated server as a
3 web server, and wherein the Internet program stores user information from the
4 request into the error log in response to an error being generated by the request at
5 the designated server.

6
7 Claim 33 (new). The system of claim 32, and wherein the BIT URL designates a
8 broken image file that cannot be found within the designated server, which causes
9 the error to be generated by the Internet program.

10
11 Claim 34 (new). The system of claim 30, and wherein the designated server
12 includes an Internet program for implementing a web server with an error log,
13 wherein the user information is stored in the database separate from the error log.

14
15 Claim 35 (new). The system of claim 34, and wherein the Internet program includes
16 a BIT module for storing the user information in the database rather than the error
17 log.

18
19 Claim 36 (new). The system of claim 30, and wherein the BIT tag is implemented
20 with a mark-up language tag.

21
22 Claim 37 (new). The system of claim 36, and wherein the mark up language tag is
23 an HTML image tag.

24
25 Claim 38 (new). The system of claim 30, and wherein the Web tool server and
designated server are implemented in the same computer.

1 Claim 39 (new). A web tool system having a capability of tracking a user's use of a
2 web tool, comprising:

3 a web tool server communicatively linked to a web user computer for
4 providing a web user with access to a web tool, the web tool server including a web
5 tool program configured to generate and provide to the web user computer one or
6 more web page files in connection with the web user engaging in a session with the
7 web tool, the web tool server further being configured to include in the one or more
8 web page files a BIT tag including a BIT URL and embedded user information
9 associated with the web user's use of the web tool, and wherein:

10 the at least one web page file and the BIT tag are configured to be
11 executed by the user computer after the web page has been received by the
12 web user computer; and

13 the at least one web page file is configured to be displayed by the web
14 user computer; and

15 a designated server identified in the BIT URL and communicatively linked to
16 the web user computer, the designated server including a web server with an error
17 log; and

18 a user information database server communicatively linked to the designated
19 server, wherein the designated server is configured to transfer the user information
20 from the BIT URL to the user information database in response to processing the BIT
21 URL.

22
23 Claim 40 (new). The system of claim 39, and wherein the BIT URL causes the
24 designated server to generate a broken image error, the designated server including
25 a module for transferring the user information into the user information database
rather than the error log in response to detecting the generated broken image error.

1 Claim 41 (new). The system of claim 39, and wherein the BIT URL includes a
2 broken image file designation.

3
4 Claim 42 (new). A computer program product for tracking the use of a web tool by a
5 web user, the product comprising computer readable instructions thereon that when
6 executed cause a computer to perform the following sequential acts:

7 provide a web user through a web user computer access to a web tool;

8 in response to the user accessing the web tool, insert within at least one or
9 more web page files, using the web tool, a Broken Image Tracking ("BIT") tag
10 including a BIT URL and embedded user information associated with the web user's
11 use of the web tool; and

12 transmit from the web tool to the web user computer the one or more web
13 page files; and

14 wherein, upon receipt of the web page file by the web user computer:

15 the one or more web page files are configured to be displayed
16 by the user computer; and

17 the one or more web page files and the BIT tag are configured to be
18 executed by the user computer upon receipt of the web page file by the web
19 user computer;

20 the web page file is configured such that, upon execution of the web
21 page file and the BIT tag by the web user computer, the BIT URL is
22 transmitted to a designated server; and

23 the BIT URL is configured such that, in response to the BIT URL being
24 processed by the designated server, the user information is stored in a
25 database.

(End of Amendment "C".)